

## Message Text

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64

ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 PA-03 PRS-01 USIA-12 CIAE-00

INR-10 NSAE-00 RSC-01 RSR-01 /065 W

----- 108769

R 021808Z JUL 73

FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC 7995

INFO USDOC WASHDC

DEPARTMENT OF TREASURY

AMEMBASSY PARIS

AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 3681

PARIS FOR TRAVEL SERVICE

E.O. 11652 N/A

TAGS: BCOM, EFIN, BE

SUBJECT: " VISIT USA " PROGRAM IN BELGIUM AND THE BALANCE  
OF PAYMENTS

1. BELGIUM'S LEADING FRENCH LANGUAGE DAILY, LA LIBRE BELGIQUE,  
FRONT PAGED STORY JULY 2 ON U.S. TOURISM. ALTHOUGH STORY  
FOCUSED MAINLY ON ALLEGED " POVERTY " OF THIS YEAR'S AMERICAN  
TOURIST IN EUROPE, CORRESPONDENT COMMENTED UNFAVORABLY ON  
U.S. TRAVEL PROMOTION EFFORTS IN EUROPE.

2. ARTICLE NOTED, THAT U.S. HAS "COVERED" ALL PRINCIPAL  
EUROPEAN CAPITALS WITH TOURIST OFFICES YET IT APPEARS U.S.  
REALLY DOES NOT CARE. WHENEVER ONE TELEPHONES FOR INFORMATION,  
ONE IS CONNECTED WITH A RECORDING WHICH TELLS YOU " TO JUMP  
IN THE LAKE " (SE FAIRE CUIRE UN OEUF). AS FAR AS PROMOTING  
TOURISM IS CONCERNED, THE U.S. IS AN UNDERDEVELOPED COUNTRY.

3. IN SEPARATE ARTICLE ON FINANCIAL PAGE OF SAME DATE, LIBRE  
PUBLISHES STORY REPORTING RECENTLY RELEASED USDOC  
STATISTICS ON TOURISM. ARTICLE REPORTS U.S. TOURISM ABROAD  
STILL RISING MUCH MORE RAPIDLY THAN IS FOREIGN TOURISM IN U.S.  
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AUTHOR ALLEGES THIS CONFIRMATION OF "FACT" THAT ALTERING EX-

CHANGE RATE DOES NOT REDRESS AN IMBALANCE OF PAYMENTS.

4. COMMENT: IN PAST FEW MONTHS, WE HAVE BEGUN NOTE  
INCREASED INTEREST AMONG MORE AFFLUENT BELGIANS IN TRAVEL TO  
U.S. (MAINLY FOR SUMMER OF 1974) AND WE HAVE HEARD REPEATED  
UNHAPPINESS EXPRESSED OVER FACT USTS HAS TERMINATED EVEN ITS  
MINIMUM PROGRAM IN BELGIUM (SEE WASHBURN LETTER OF APRIL  
24, 1973 TO AMBASSADOR STRAUZ-HUPE). ARE THERE ANY PLANS FOR  
U.S.T.S. ACTIVITY IN BELGIUM IN FY 1975 OR FY 1976?  
STRAUS

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 02 JUL 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**Disposition Comment:**  
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**Page Count:** 2  
**Previous Channel Indicators:**  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** kellerpr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 20 DEC 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <20-Dec-2001 by kellerpr>; APPROVED <21-Dec-2001 by kellerpr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** " VISIT USA" PROGRAM IN BELGIUM AND THE BALANCE OF PAYMENTS  
**TAGS:** ACOM, EFIN, BE  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005